



Hi, I'm Jessica,

Digital Problem Solver

let's connect

616.516.5272

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JessicaOtte.com

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Grand Rapids, MI



who i am

Deadline-driven, I am a versatile and creative leader with 10 years of experience in graphic/web design and marketing. Although I often work independently, I am an experienced leader with a superior ability to motivate personnel and enhance the overall team efficiency and performance in a fast-paced environment. I am a quick and eager learner who added front-end web development to my skill set in 2019. My professional goal is to continue making digital media aesthetically pleasing and more user-friendly, one campaign at a time.



skills

- UX/UI Design & Development
- Programming Languages:
 - AngularJS & NodeJS
 - JavaScript, jQuery
 - HTML, CSS, SASS
 - Bootstrap
- WordPress & Shopify
- Wireframes & Mockups
- Print/Web Design
- Creative Direction
- Digital Illustration
- Marketing & Branding
- Copy Writing
- Editorial Layout
- Proficient in the full Adobe Creative Suite, specializing in Illustrator, Photoshop, InDesign, XD, and Premiere Pro.



education

Front-End Web Development Certification

Grand Circus Bootcamp, 2019
Grand Rapids, MI

Graphic Design Associates of Science Degree

International Academy of Design & Technology, 2012
Tampa, FL



experience

Marketing Coordinator

2018 - Present

Web Designer & Developer

Perrin Resort & Collegiate Apparel - Comstock Park, MI

• Collaborated with Creative Director to design and develop a new WordPress website that allows Perrin to better communicate and sell to our customers. This resulted in the creation of a series of various "Key Account Customer Portal's" that now allows customers to shop customized collections and garments with the ability to favorite and make notes on each item, then easily share their favorites list with their respective Sales Rep.

• Set up, designed, developed, and maintained a new Shopify website to make it easier to obtain face masks during the COVID-19 pandemic, targeting current Perrin customers as well as prospective local wholesale customers. This resulted in the partnership with our local government, which enabled us to provide them over 60,000 masks that were later passed out to local community employees and residents.



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experience cont.

- Met with Senior Management and surveyed Perrin employees to improve company communication, culminating in the design and development of a fully responsive Employee Intranet where employees can now access to view all company-wide emails and initiatives, company policies & benefit documents, upcoming events or holidays, company event photos, customer shout-outs, employee's birthdays & work anniversaries, and more.

- Led the design and delegation of new and unique sales tools such as Garment Collection Boards, Merchandising Trends Booklet, Store Signage, and Plan-o-grams that assisted our sales team to grow business with our top key accounts by 80% during Q1 of 2019 year-over-year.

Marketing Designer

2016 – 2018

Perrin Resort & Collegiate Apparel – Comstock Park, MI

- Designed internal and external marketing materials predominantly using Adobe Illustrator, Photoshop & InDesign to engage the target audience by creating mini campaigns for each request. Such campaigns have included custom product or graphic photo shoots, videos, e-blasts, flyers, posters, and physical/digital signage targeted to Perrin's key account customers and employees respectively.

- Created website/application mock-ups using Photoshop & Sketch, and then lead the planning to co-develop changes.

Web & Graphic Designer

2015 – 2016

Meijer – Walker, MI

- Adhered to the corporate Meijer brand and created banners, one-page ads, tier 1 pages, icons, and various marketing materials showcasing product promotion and special events across the Meijer website and social media platforms.

- Held weekly meetings with the Merchandising and Buying teams to determine the most effective design and messaging for weekly promotional circular pages, then met with the photography team to ensure the product was shot appropriately.

- Using Adobe InDesign and Illustrator, created the general merchandise pages of the Meijer weekly circular.

Web & Graphic Designer Office Manager

2012 – 2015

Printkeg- Beaufort, SC

- Re-branded and upgraded the website to the e-commerce platform Shopify and initiated marketing outreach campaigns/giveaways that lead to a 5% increase in sales the following year.

- Provided quality control on all incoming art to ensure accurate printing, as well as created any custom designs.

- Prioritized production workload based on customer project deadlines and maintained the client & art database that included over 742 active customers, as well as developed new procedures for a small production staff to improve efficiency and quality.